



Report to the Auburn City Council

Action Item

Agenda Item No.

7

City Manager Approval

To: Mayor and City Council Members
From: John Ruffcorn, Chief of Police
Date: April 9, 2012
Subject: Bike Auburn (Amgen) Excess Funds and Property

The Issue

Should the City Council accept the excess Bike Auburn funds and property on behalf of Endurance Committee?

Conclusions and Recommendation

Staff recommends that the City Council by **RESOLUTION** authorize the acceptance of the excess Bike Auburn funds and property on behalf of the Endurance Committee for use to promote local outdoor events and activities.

Background

As America's most successful cycling race, the Amgen Tour of California is one of the nation's largest and most recognized annual sporting events. An eight-day event, this prestigious cycling road race features elite professional teams and athletes from around the world. One of only two American races listed as a UCI 2.HC event on the international professional cycling calendar.

The 2011 Amgen Tour of California included a broadcast partnership with the Amaury Sports Organization (ASO), owner of the Tour de France. ASO brought its Tour de France television production team to California and shot the entire race in HD. California, and bicycle racing, has never looked better than it did in 2011.

The VERSUS network, official U.S. broadcaster of the Tour de France and considered to be the foremost broadcaster of cycling and outdoor sports in the United States, broadcast 27 hours of live and taped nightly television coverage of the 2011 Amgen Tour of California. Separate agreements with international broadcasters were also in place to televise the race in 216 countries and territories worldwide. Auburn was the official Day 3 Stage Start for this race. Unofficially, we were the first full start to the race in 2011.

I think it is safe to say that Bike Auburn's efforts in obtaining, planning, and hosting the Stage Start for the Amgen Tour of California in 2011 was a successful endeavor. In fact, they were so successful that they had \$12,692.42 in surplus, in addition to three pieces of Lance Armstrong signed memorabilia.

Staff recently met with the Executive Committee for Bike Auburn to determine how they would like to proceed with disbursing the monies and property. Unanimously, the attending members directed staff to provide the monies and property to the Endurance Committee with a few stipulations.

- ❖ The monies and property would be used for promoting local outdoor activities and events.
- ❖ The balance of the monies would not go below \$10,000 in calendar year 2012.
- ❖ The balance of the monies would not go below \$5,000 in calendar year 2013.

The balance stipulations were put in place just in case the Tour of California decides to return to Auburn in the next few years.

Alternatives Available to Council; Implications of Alternatives

1. Approve the recommendation and accept the funds from Bike Auburn on behalf of the Endurance Committee with the listed stipulations.
2. Deny recommended staff report and direct excess Bike Auburn funds and property to remain in the possession of the Auburn Chamber of Commerce to act as their custodian.

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RESOLUTION NO. 12-

RESOLUTION AUTHORIZING THE ACCEPTANCE OF THE BIKE AUBURN EXCESS
MONIES AND PROPERTY ON BEHALF OF THE ENDURANCE COMMITTEE

THE CITY COUNCIL OF THE CITY OF AUBURN DOES HEREBY RESOLVE:

That the City Council of the City of Auburn does hereby accept the Bike
Auburn excess monies and property on behalf of the Endurance Committee,
and agree to the stipulations set forth in the council report.

DATED: April 9, 2012

Keith Nesbitt, Mayor

ATTEST:

Joseph G. R. Labrie, City Clerk

I, Joseph G. R. Labrie, City Clerk of the City of Auburn, hereby certify that the
foregoing resolution was duly passed at a regular meeting of the City Council
of the City of Auburn held on the 9th day of April 2012 by the following vote
on roll call:

Ayes:
Noes:
Absent:

Joseph G. R. Labrie, City Clerk

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